

Futurize your heritage!

Intervista a Shelley Bernstein, direttrice del Dipartimento Tecnologia del Brooklyn Museum, di Luisella Carnelli

Shelley Bernstein sarà fra i relatori del convegno internazionale [Surfing and walking: i musei e le sfide del 2.0](#), organizzato da Fondazione Fitzcarraldo in collaborazione con il Salone DNA Italia, con il sostegno di Regione Piemonte, e parte del programma satellite di [Artlab10](#).

Shelley Bernstein sarà inoltre protagonista di un incontro di approfondimento "[A tu per tu con Shelley Bernstein: futurize your heritage](#)".

Fizz è riuscita a carpire alla brillante e giovane direttrice due battute che introducono i temi che affronterà nel corso dei due incontri: la sua esperienza e valutazioni sulle nuove opportunità che le nuove tecnologie e soprattutto Internet offrono ai musei in termini di accesso, mediazione, comunicazione e ascolto.

What does it mean to create a community? What are the relations and the outflows from virtuality to reality, or in other words, has the virtual community to visit the museum or can the virtual community live autonomously?

What a visitor experiences online needs to be similar to what they experience when they come to the museum. To us, these two worlds need to come together so the visitor experience is consistent. Since the museum's mission is community-minded, the entire staff is working toward similar goals of visitor friendliness and visitor experience and this is something I'll talk about at the conference.

What are the necessary actions to be competitive in the social network?

If your organization has a social media presence, the thing to remember is these sites are designed for more person to person interaction, not institution to person interaction. Your organization should be there for the people who are coming through its doors and, ideally, you want to make sure the human side of the organization is present and communicating. Also, this means recognizing that the hours online are not the same as what we know as normal business hours, so you have to be willing to be there 24/7.

What are the competence and the skills needed to do this job?

Ideally, you want to find people within the organization that live the web and fully understand how the social networks operate. Those are the people you want to rely on for front line communication.

What are the challenges and the goals that the Brooklyn Museum has on the web in the future?

I think the biggest challenge is making sure that we are constantly changing and evolving with the rest of the web, which often means moving quickly and not being afraid to fail. Not everything we will do will work, but we should always try new things, learn from the experience and iterate.